
COMMERCIAL ELEMENT

I. EXISTING CONDITIONS

The most important commercial land use trend in the University community during the past decade has been the emergence of the community as a major regional commercial and commercial office center. The regional nature of commercial retailing in the community was initially established by the University Towne Centre. The subsequent development of the La Jolla Village Square Shopping Center has brought the total regional retail commercial space in the community to over 1,350,000 square feet, making it one of the largest centers in the region.

In addition to retailing, commercial office and visitor commercial uses have furthered the regional orientation of commercial land use in the community. Recently built office complexes contain structures of over 12 stories in developments containing in excess of 500,000 square feet. Major visitor commercial facilities to support UCSD and nearby industrial/office uses have been built or are under construction.

The reasons for the predominance of regional functions in the commercial land mix include:

- A. High land values which demand large scale and intense forms of development.
- B. The general momentum for regional uses which was jointly established by the density allowances in earlier community plans, and the early success of the University Towne Centre project.
- C. The excellent access to the University community provided by I-5, I-805 and SR-52.

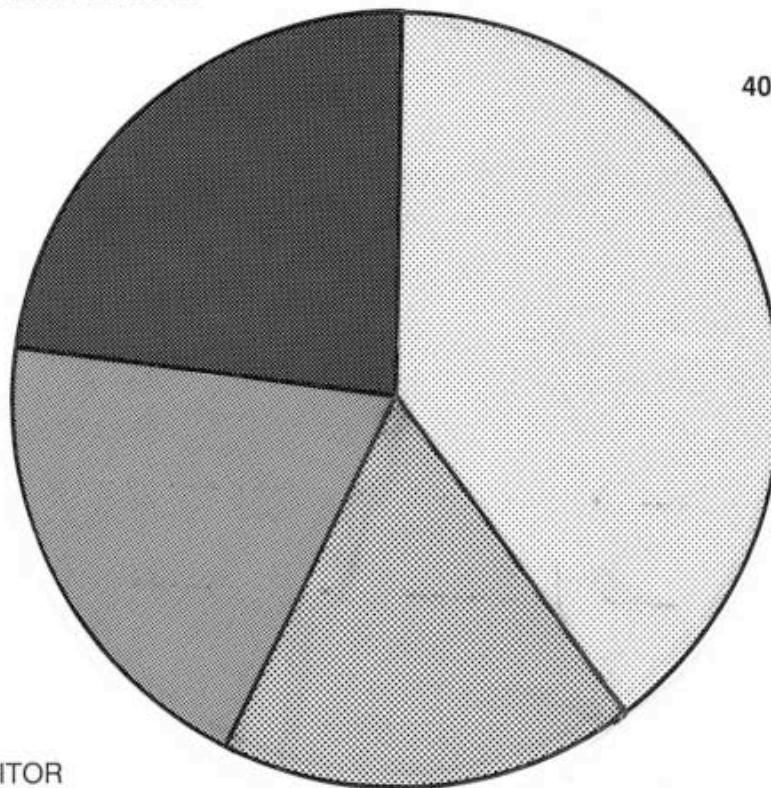
The regional use predominance has expressed itself in the development characteristics of commercial functions in the community. The North University area commercial development has characteristically been developed as superblocks, in which moderate- or large-scale structure clusters are surrounded by surface parking lots and parking structures to accommodate regional access by private vehicles. These superblocks tend to discourage non-motorized or pedestrian access to the centers, forcing additional vehicle trips within the community and reinforcing the regional nature of the centers.

Another more basic concern raised by the residents of the community with respect to the regional dominance of commercial activities in the community stems from the underavailability of such neighborhood functions as markets, shops and gasoline service stations. Limited uses are currently located in the area north of Rose Canyon between I-5 and I-805.

RECOMMENDED COMMERCIAL LAND USE

23% REGIONAL RETAIL

40% OFFICE



20% VISITOR

17% NEIGHBORHOOD
COMMUNITY RETAIL



These facilities are currently being increased. A neighborhood commercial center is located west of Regents Road off Arriba Street (La Jolla Colony). Other neighborhood commercial developments are proposed at Genesee Avenue and Nobel Drive (Costa Verde), La Jolla Village Drive and Regents Road (Regents Park) and Towne Centre Drive on Excaliber Way (Lake at La Jolla). With these centers in place, the demand for neighborhood uses should be served and would allow residents to walk for everyday goods and services they would usually drive to.

The commercial centers on Governor Drive adequately serve the population of the south University area. These centers have witnessed periodic upgrading and renewal as the community has matured.

A final commercial issue has been the concern for the intrusion upon industrial lands by commercial functions, as described by the General Plan. The commercial invasion of industrial lands has been limited to date because most of the industrial development in the community has taken place in the SR Zone, which prohibits commercial retail activities. However, the potential for such a problem exists in currently undeveloped industrial lands lying north and east of Eastgate Mall.

II. GOAL

To develop an integrated system of commercial facilities that effectively meets the needs of community residents and visitors as well as assuring that each new development does not impede the economic vitality of other existing commercial areas.

III. PROPOSALS

A. Development Design

Consider project designs and parking layouts which maximize the interconnection of commercial developments with other commercial or residential centers through non-motorized or pedestrian movements. (Additional design guidelines are contained in the **Urban Design Element**).

B. Industrial Areas

Prohibit the location of commercial uses in designated industrial and science research areas with the exception of commercial services which are clearly intended to serve that specific area.

C. Rehabilitation

Encourage the renewal, and where appropriate, the expansion of regional and community commercial centers to maintain their viability in meeting community needs.

D. Commercial Development Timing

Encourage the simultaneous development of residential and neighborhood commercial uses.

E. Market Area

Review all commercial development projects on a regional, as well as community level, with the review to include the economic impact of the new development on other commercial activities.

F. Landscaping

Suggest drought-resistant landscaping in all new commercial development. Encourage landscaping programs in developed commercial areas as a key element of renewal.

G. South University Neighborhood and Community Commercial Uses

The two existing neighborhood and community commercial centers should be sufficient to serve the area. Additional commercial development should not be permitted along Governor Drive or Genesee Avenue.

H. South University Office Use

1. The 56-acre parcel at the southwest corner of Governor Drive and I-805 should develop with high quality office uses and others permitted by the M-IP Zone. This type of use should not be allowed to expand towards adjacent residential development. Attractive landscaping should be required in project designs to provide an attractive entryway into the South University area from I-805.
2. A landscaped area with a minimum width of 100 feet is proposed as a buffer between the 56-acre office park and the residences to the south. Required side or rear yards may be located within the landscaped strip; however, storage, parking, and off-street loading facilities are not permitted in the buffer area.
3. Primary access to the office park should be provided from Governor Drive, access for emergency vehicles only may be permitted from Maynard Street.
4. The following effects should not be permitted to emanate beyond the boundaries of the premises upon which a permitted use is located:
 - a. Air contaminants, including but not limited to smoke, charred paper, paper, dust, soot, grime, carbon, noxious acids, fumes, gases, odors, or particulate matter, or any combination thereof or any emissions that endanger human health, cause damage to vegetation or property or cause soiling.

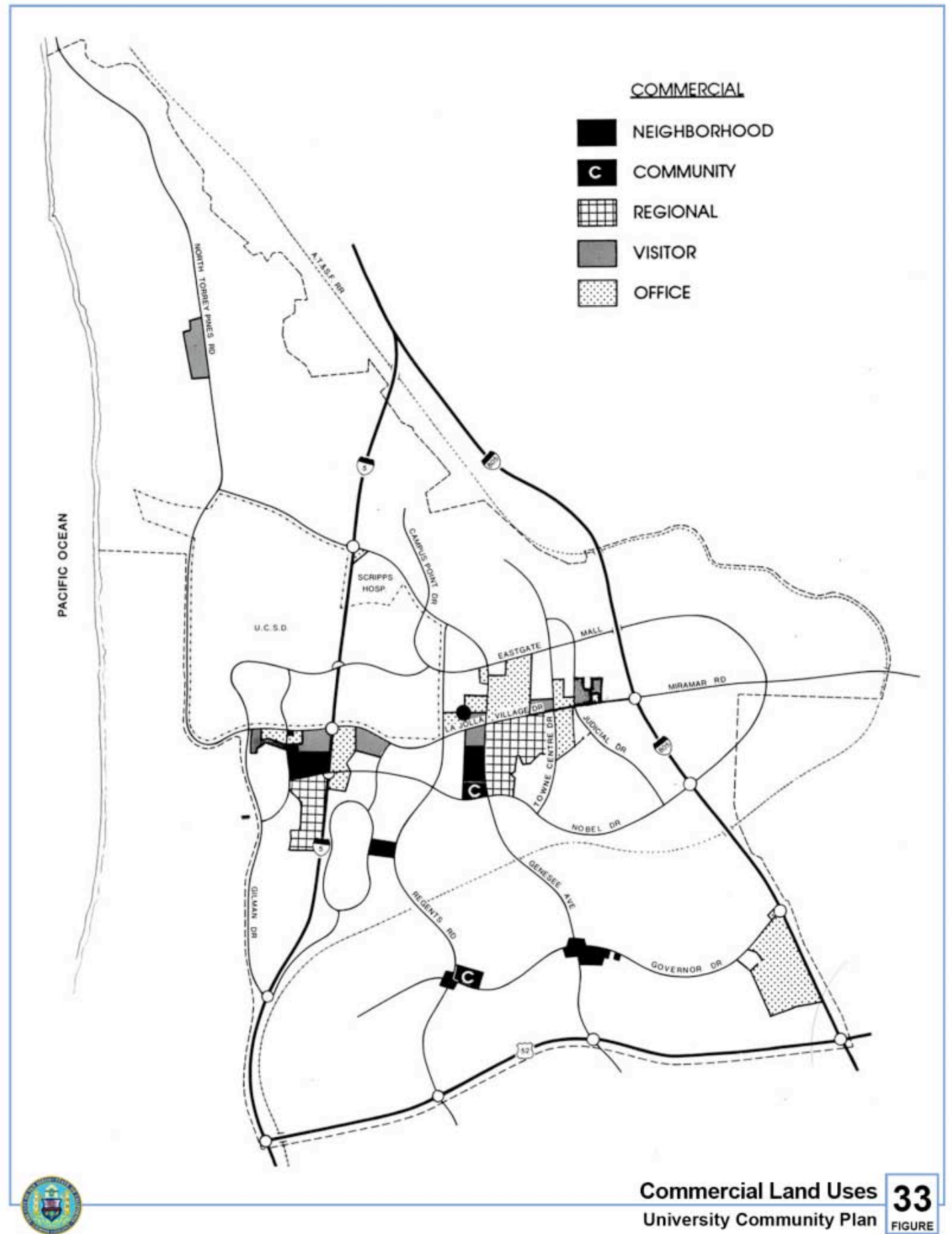
- (1) Loud, unnecessary or unusual noise which endangers health, peace or safety of others, or objectionable changes in temperature or direct or sky-reflected glare.
 - (2) Radioactivity or electrical disturbance which unduly interferes with the normal operation of equipment or instruments.
- 5. Restaurants and other businesses and services which cater to the employees should be permitted in a central location not visible from Governor Drive and not intended to serve through traffic.

I. Pedestrian Connections to the Neighborhood

Parking around the commercial center discourages pedestrian access. Extension of pedestrian access should be located from the shopping malls to the surrounding area in the neighborhoods.

IV. LAND USE PROPOSAL SUMMARY

The distribution and location of commercial functions for the community are detailed in **Figures 32 and 33**. The implementation of the land uses shown in **Figure 33** will help to balance the commercial land inventory within the community. The Plan recognizes the continuing role of the community as a major regional commercial retail and commercial office center, by designating sufficient land for those purposes. Regional uses, beyond those shown, should be strongly discouraged. Conversely, the development of projects should not diminish the neighborhood and community serving commercial areas designated.



Commercial Land Uses
University Community Plan

33
FIGURE